

Amendments to the claims

1. (canceled)
2. (currently amended) The configurable portable electronic communication device of claim 4 8 wherein the electronic display has a nominal minimum dimension of less than about 13 mils and an inter-pixel spacing of less than about 1.3 mils.
3. (currently amended) The configurable portable electronic communication device of claim 4 24 wherein the means for improving the first scan rate comprises a contrast-enhancing coating disposed on the electronic display.
4. (previously presented) The configurable portable electronic communication device of claim 3 wherein the contrast-enhancing coating comprises an anti-reflective coating.
5. (currently amended) The configurable portable electronic communication device of claim 4 8 wherein the memory further contains a data file storing coupon information.
6. (previously presented) The configurable portable electronic communication device of claim 5 wherein the data file includes a plurality of subfiles, at least one of the plurality of subfiles containing a plurality of coupon data fields, each of the coupon data fields in the subfile being related according to redemption.
7. (previously presented) The configurable portable electronic communication device of claim 5 wherein the coupon information is encrypted and the computer-readable program contains instructions executable by the processor to decrypt the coupon information.
8. (previously presented) A configurable portable electronic communication device comprising:
  - a receiver configured to receive an electronic wireless transmission containing coupon information;
  - a processor electronically coupled to the receiver;
  - an electronic display coupled to the processor;
  - a memory containing a computer-readable program for generating a scannable coupon on the electronic display of the configurable portable electronic communication device from the

coupon information and including instructions for converting the scannable coupon from a first scannable barcode format to a second scannable barcode format.

9. (currently amended) The configurable portable electronic communication device of claim † 24 wherein the electronic display is a dot-matrix liquid crystal display and the means for improving the first scan rate comprises having a strobe rate of the dot-matrix liquid crystal display sufficiently high to maintain sufficient contrast for electronic scanning of the scannable coupon shown on the dot-matrix liquid crystal display.

10. (canceled)

11. (currently amended) The configurable portable electronic communication device of claim † 24 wherein the means for improving the first scan rate comprises a liquid crystal display having sufficient persistence to maintain sufficient contrast for electronic scanning of the scannable coupon shown on the liquid crystal display.

12. (currently amended) The configurable portable electronic communication device of claim † 8 wherein the electronic display is a dot-matrix liquid crystal display having pixels capable of maintaining a contrast ratio of at least 1:4 between a light portion of a bar code and a dark portion of a bar code displayed on the electronic display between a first strobe signal and a second strobe signal to the pixels.

13. (previously presented) A configurable portable electronic communication device comprising:

- a receiver configured to receive a wireless transmission containing coupon information;
- a processor electronically coupled to the receiver;
- a persistent dot-matrix liquid crystal display having a minimum nominal dimension of less than or equal to about 13 mils and an inter-pixel spacing of less than or equal to about 1.3 mils coupled to the processor;

- a memory containing a computer-readable program, the processor reading the computer-readable program to generate a scannable coupon code from the coupon information on the electronic display.

14. – 23. (canceled)

24. (new) The configurable portable electronic communication device of claim 8 further comprising means for improving the first scan rate of the scannable coupon from the electronic display of the configurable portable electronic communication device.